What is claimed is:

1. A method comprising:

checking the vertical blanking interval of a video signal for an announcement signal;

when the announcement signal is found, operating in a first enhanced video mode;

when the announcement signal is not found, checking a predetermined trigger channel for the presence of a trigger signal; and

when the trigger signal is found, operating in a second enhanced video mode.

2. The method of claim 1 further comprising:

when the announcement signal is found, operating in a first enhanced video mode in which enhanced content is obtained from an address identified by the announcement signal.

3. The method of claim 1 in which the predetermined trigger channel is comprised by the vertical blanking interval of the video signal.

4. The method of claim one further comprising:

operating in a non-enhanced video mode when neither one of the announcement signal and trigger signal are found.

5. The method of claim one in which checking the vertical blanking interval of a video signal for an announcement signal further comprises:

checking for Internet Protocol packets in the vertical blanking interval; and
when the Internet Protocol packets comprise at least one of a predetermined set of address values, analyzing the Internet Protocol packets to identify the announcement signal.

6. An article comprising:
a machine-readable medium storing instructions which, when executed by a processor, result in
checking the vertical blanking interval of a video signal for an announcement signal;
when the announcement signal is found, operating in a first enhanced video mode;
when the announcement signal is not found, checking a predetermined trigger channel for the presence of a trigger signal; and
when the trigger signal is found, operating in a second enhanced video mode.

7. The article of claim 6 further comprising instructions which, when executed by the processor, result in:
when the announcement signal is found, operating in a first enhanced video mode in which enhanced content is obtained from an address identified by the announcement signal.

8. The article of claim 6 further comprising instructions which, when executed by the processor, result in:

when the announcement signal is not found, checking the vertical blanking interval of the video signal for the presence of a trigger signal.

9. The article of claim 6 further comprising instructions which, when executed by the processor, result in:
operating in a non-enhanced video mode when neither one of the announcement signal and trigger signal are found.

10. The article of claim 6 in which the instructions to check the vertical blanking interval of a video signal for an announcement signal, when executed by the processor, further result in:
checking for Internet Protocol packets in the vertical blanking interval; and
when the Internet Protocol packets comprise at least one of a predetermined set of address values, analyzing the Internet Protocol packets to identify the announcement signal.

11. A computer system comprising:

a processor;

a memory coupled to the processor and storing instructions which, when executed by the processor, result in

checking the vertical blanking interval of a video signal for an announcement signal;

when the announcement signal is found, operating in a first enhanced video mode;

when the announcement signal is not found, checking a predetermined trigger channel for the presence of a trigger signal; and

when the trigger signal is found, operating in a second enhanced video mode.

12. The system of claim 11 further comprising instructions which, when executed by the processor, result in:

when the announcement signal is found, operating in a first enhanced video mode in which enhanced content is obtained from an address identified by the announcement signal.

13. The system of claim 11 further comprising instructions which, when executed by the processor, result in:

when the announcement signal is not found, checking the vertical blanking interval of the video signal for the presence of a trigger signal.

14. The system of claim 11 further comprising instructions which, when executed by the processor, result in:

operating in a non-enhanced video mode when neither one of the announcement signal and trigger signal are found.

15. The system of claim 11 in which the instructions to check the vertical blanking interval of a video signal for an announcement signal, when executed by the processor, further result in:

checking for Internet Protocol packets in the vertical blanking interval; and

when the Internet Protocol packets comprise at least one of a predetermined set of address values, analyzing the Internet Protocol packets to identify the announcement signal.